

## **VISITORS SATISFACTION ANALYSIS ON SALAK PONDOK AGROTOURISM IN TURI, SLEMAN REGENCY, YOGYAKARTA PROVINCE**

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### **ABSTRACT**

Visitors' preference to back to nature perspective makes ecotourism as a potential tourism market, including agricultural-based tourism (agrotourism). Salak Pondok Agrotourism in Turi, Sleman Regency, Yogyakarta Province is one example of agrotourism which has been opened for public since 1994. The objectives of the research are to study the visitor characteristic, the decision process of visitation, the visitors' response and their satisfaction on attributes provided in the area and the importance of additional facilities to increase the performance of Salak Pondok Agrotourism. This research uses descriptive analysis; the primary data are based on personal communication of 50 respondents with convenience sampling and management personal. This research also uses Importance-Performance Analysis, Friedman Test, and Multiple Comparison Test. The results of the research shows that the management of Salak Pondok Agrotourism should improve the performance of promotion, the accessibility to reach interesting locations to objects in the area, the hygiene of facilities and the Salak Pondok prices are expected to be cheaper. In addition, Salak Pondok Agrotourism has to maintain the performance of education activity which is known as the strong point of this location compared to other similar recreational objects.

**KEY WORDS:** agrotourism, satisfaction, facilities

### **INTRODUCTION**

Agrotourism is one of tourism type that utilizes the agribusiness as a tourist attraction and combines the farming and the tourism activities. Agrotourism is not just a business that sells services for the consumer need fulfilment on beautiful scenery and fresh air but also serves as a promotional media of agricultural products and an educational media for the community (from education about the business activities in agriculture sector until the education about the harmony and the preservation of nature). This gives a signal for the development of agribusiness product diversification opportunities which can also mean a new growth area of the region (Koswara, 2005).

Tourist's preference and motivation which develop dynamically and the tendency of tourists to back to nature causes the development of tourism attraction that based on nature (agrotourism) becomes potential. Turi Subdistrict in Sleman Regency is one area that has considerably huge potential in the agrotourism development, especially the products of Salak Pondok. The increasing number of attractions in the district of Sleman

cannot be separated from agricultural activities which cause the level of competition, especially competition in the field of business and the people movement to gain the attention from the consumers becomes extreme. Therefore, the established facilities and activities that are offered besides having tourism supporting facilities such as restaurants, lodgings, worship means, hotels, and fish ponds, and also having agriculture educational facilities inside it.

As one of the agrotourism object which has not been known by the public for a long time, Salak Pondoh agrotourism is faced with the challenge to be able to attract the attention of the tourists in order to have willingness to visit. This is important because as one of the businesses engaged in services sector, the visitor is the most important basic measurement in the business sustainability. Therefore, the research on consumer behaviour is needed to find out the visitor response through the analysis of customer satisfaction.

## **OBJECTIVES OF THE RESEARCH**

In general, this study aims to analyze the visitors satisfaction on the Salak Pondoh agrotourism performance, while the specific objectives are: (1) to study the process of decision making visitors in Salak Pondoh agrotourism, (2) to analyze the responses of respondents to the attributes offered by the management of Salak Pondoh agrotourism, (3) to analyze the visitors satisfaction level on the facilities offered by the management of Salak pondoh agrotourism, and (4) to analyze the information on the facilities that need to be added.

## **METHOD OF THE RESEARCH**

### **Data and Sources of the Data**

This study uses two types of data, primary and secondary. The primary data are obtained from questionnaires, interviews with customers/visitors, interviews with management, and direct observations in the field. The method of consumers/visitors sampling is by using non-probability sampling approach through convenience sampling method, meaning that the sample respondents are willing to be interviewed at the location. There is a screening at the beginning of questionnaire where respondents were visitors who had ever visited the tourism object before at least once.

The size of the sample taken is based on the opinion of Slovin (Umar, 2005) in accordance with the formula:

$$n = N / 1 + (Ne^2)$$

Where:

$n$  = sample size

$N$  = population size

$e$  = percentage of error on sampling that can still be tolerated

Population size refers to the latest traffic data obtained by the writer at the pre-survey time which is the data in 2010 of 32,348 people and percentage error that is tolerated is 20 percent. Based on the traffic data entered into the formula Slovin, the number of

obtained samples to be taken are:  $n = 32348 / (1 + (32348 \times 0.02)) = 50$  (to facilitate the calculation, the number of samples taken is rounded up to 50 people).

Secondary data are obtained from the Association of Agrotourism Indonesia, the Department of Culture and Tourism in Jakarta, Culture and Tourism Office in Sleman Regency, Central Bureau Statistics, and the related literature reviews from several studies which were conducted in the Salak pondoh agrotourism area in Turi, Sleman Regency on May till July 2011 .

## Method of Analysis

This study uses four analytical tools. Descriptive analysis is used to describe the process of consumer decision making on visiting Salak pondoh agrotourism. Importance-Performance Analysis is used to map the relationship between the importance with the performance of each attributes that are offered and the gap between the performances with the expectations of these attributes. Customer Satisfaction Index is used to analyze the overall satisfaction level of respondents, while Friedman and Multiple Comparison Test are used to determine the priority order of the additional facilities that need to be built. Importance-Performance Analysis consists of two components, which are quadrant analysis and gap analysis. Quadrant analysis is used to see consumer response to the attributes which are plotted based on the importance and the performance level of these attributes, while the gap analysis is used to see the gap between the performances of attributes with consumers' expectations on these attributes. The first step of quadrant analysis is calculating the average of importance and performance ratings for each attribute using the formula:

$$Xi = \sum Xi / n$$

$$Yi = \sum Yi / n$$

Where:

$Xi$  = Average value of attribute (i) performance assessment level

$Yi$  = Average value of attribute (i) importance assessment level

$n$  = Number of Respondents

The next step is calculating the average of importance and performance for the overall attributes using the formula:

$$Xi = \sum Xi / n$$

$$Yi = \sum Yi / n$$

Where:

$Xi$  = Average value of the overall attributes performance

$Yi$  = Average value of the overall attributes importance

$n$  = Number of attributes

Value of  $X_i$  is cut perpendicular to the horizontal axis, the axis which reflects the performance attributes (X) while the value of  $Y_i$  cut perpendicular to the vertical axis, the axis that reflects the interests of the attributes (Y). After the value of attributes importance and performance are gained as well as the mean average value of attributes performance and importance, these values are plotted into a Cartesian diagram as shown in Figure 1.

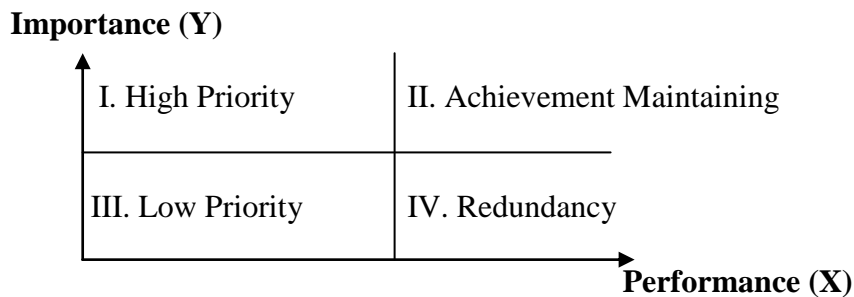


Figure 1. Importance-Performance Quadrant Analyses

This diagram consists of four quadrants (Supranto, 2001): (1) Quadrant I (High priority). This quadrant contains attributes that are considered important by the visitors, but in fact these attributes have not been in line with the visitors' expectations. The performances of these attributes are more than the visitors' expectations. The performance of these attributes contained in quadrant I should be further enhanced in order to satisfy the visitors. (2) Quadrant II (Achievement Maintaining). Attributes contained in this quadrant indicate that the attributes are important and have high performance. These attributes need to be maintained for the next time. (3) Quadrant III (Low Priority). Attributes contained in this quadrant are considered as less important by the visitors and in fact the performance is not too special. Improvement on these attributes contained in this quadrant can be reconsidered because of its very small influence on the benefits perceived by the visitors. (4) Quadrant IV (Redundancy). This quadrant contains attributes that are considered as less important by the visitors and were deemed too excessive. Performance improvement on these attributes contained in this quadrant will only lead to resources wasting.

CSI (Customer Satisfaction Index) is used to determine the level of consumer satisfaction with the overall visitors to see the attributes of products/services importance. To measure the amount of CSI can be calculated step by step as follows (Arita, 2005)

#### Determining Customer Satisfaction Index (CSI / IKP)

$$CSI = \left( \sum_{i=1}^p WSi / HS \right) \times 100\%$$

Where:  $i=1$

$WSi$  = weight score

$p$  = attributes (p) importance

$HS$  = highest scale

Generally if the CSI value is above 50 percent, it can be said that the visitors has been satisfied, on the contrary if the CSI value below 50 percent, the visitors has not been satisfied yet. CSI values in this study were divided into five criteria from not satisfied to very satisfied (Table 2). These criteria follow the criteria modifications made by PT Sucofindo in conducting Customer Satisfaction Survey.

CSI Value	Criteria of CSI
0.81-1.00	Very satisfied
0.66-0.80	Satisfied
0.51-0.65	Quite satisfied
0.35-0.50	Less satisfied
0.00-0.34	Not satisfied

Source: Ihsani, 2005

The Friedman Test and Friedman's Multiple Comparison Test are used to see the significant difference between the attributes that need to be added by the management in the business development of Salak pondoh agrotourism. The hypotheses used in Friedman's analysis in this study are:

Ho: Each additional facility has the same ranks, so it does not have different levels of needs.

Ha: Each additional facility has different ranks, so it has the different levels of needs.

Friedman's value can be approximated by using the Chi-Square ( $\chi^2$ ) with the formula (Santoso, 2001):

$$\chi^2_{hit} = \frac{12}{nk(k+1)} \left[ \sum_{i=1}^k R_j^2 \right] - 3n \left[ \frac{k+1}{k} \right]$$

Where:

- $\chi^2_{hit}$  = the value of Friedman's test results  
 $n$  = number of respondents  
 $k$  = number of variables to be tested (additional attributes)  
 $R_j$  = number of ranking for each variable

Test criteria for the Analysis of Friedman's Two-Way Variant Ranking:

If the value is  $\chi^2_{hit} > \chi^2_{table}$ , then the conclusion that can be made is to reject Ho. This means that there are different levels of necessity/need among the additional facilities. If the value that is obtained after testing by using the Friedman analysis shows differences between the needs of these test variables, then to know further about the significant difference among those variables, Multiple Comparison Test will be performed for Friedman Test (Santoso, 2001).

$$|R_j - R_j'| \geq z_{1-\alpha/k(k-1)} \sqrt{nk(k+1)/6}$$

Test criteria for Multiple Comparison Test for Friedman Test:

If the value on the left side  $|R_j - R_j'|$  is greater than the value on the right side  $z_{1-\alpha/k(k-1)} \sqrt{nk(k+1)/6}$ , it means that there is a significant difference between those two variables.

## RESULTS AND DISCUSSIONS

### Characteristics of Respondents

Visitors' demographic characteristics of the Salak pondoh agrotourism is represented by the variables of gender, age, occupation, education, region of origin, and average expenditures per month. Most of the visitors are women (64%). As much as 48% of visitors are between 30-40 years old. Visitors' educations in general are Strata 1/S1 (51%). Most of the visitors (28%) work as household mother. In general, visitors live in the areas outside DIY province (82%) and have an average routine expenditure per month of Rp 2,000,000 to Rp 4,000,000 (60%).

### Stages of Decision Making on Visiting the Salak Pondoh Agrotourism

Stages of decision making on visiting the Salak pondoh agrotourism in this study consist of five stages as proposed by Engel et al (1995), which are: (1) introduction of needs, (2) information searching, (3) alternatives evaluation, (4) visiting decision, and (5) post-visit behavior.

#### (1) The Introduction of Needs

The main visitors' motivation to visit the Salak pondoh Agrotourism is generally because they want to learn about agriculture (63%) and the benefit sought is to increase their knowledge about agriculture (47%), while 79 percent of the visitors state that it is a common thing to do.

#### (2) Information Searching

Most of the visitors (62%) obtain information about the Salak pondoh agrotourism from friends/colleagues and the most notable information for them is the tourism activity which is attractive and educative (41%). Most of the visitors state that the most things to be remembered from their visit to the Salak pondoh agrotourism earlier are about the fun and educational experiences (55%).

#### (3) Evaluation of Alternatives

The primary consideration for the visitors when visiting the Salak pondoh agrotourism is because there are tourism activities that are very attractive and educative (42%) and also have a good atmosphere (38%).

#### (4) Visiting Decision

Most of the visitors (68%) state that their visit to the Salak pondoh agrotourism is well-planned and the biggest influence in the visiting decision to the Salak pondoh agrotourism is the family (63%). As many as 66 percent of visitors state that mostly they often visit the Salak pondoh agrotourism along with their family with the general frequency of visiting of once a year (41%) and mostly they do visiting during the holiday/weekend (37%).

#### (5) Post-visit Behavior

As much as 91 percent of visitors express their satisfaction on the performance of the Salak pondoh agrotourism as a whole and they generally have a desire to visit it again (99%). The reason why they want to visit it again is generally because there are activities that are attractive and educative (45%).

## Importance-Performance Analysis

### *Quadrant Analysis*

Based on the results of the quadrant analysis, it is known that attributes found in quadrant I, II, III, IV, and its implication are contained on these results. The attributes contained in each quadrant can be seen in Figure 2.

### Importance

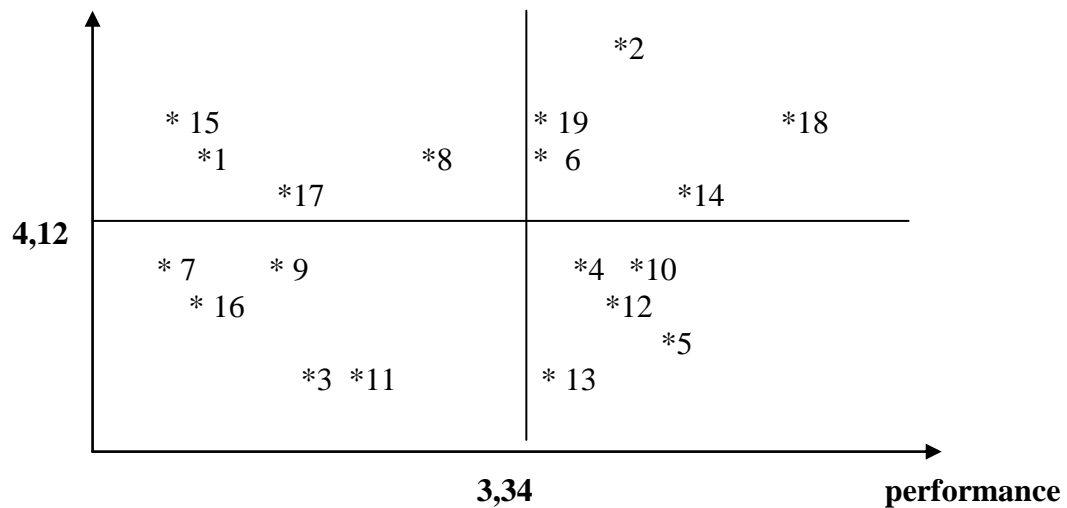


Figure 2. Plot Importance-Performance Quadrant Analysis

### Description:

1. Cleanliness
2. Comfort
3. Service Alertness
4. Hospitality of the Employees
5. Knowledge Level of the Guides
6. Facilities Maintenance
7. Parking Area
8. Restaurants Facilities
9. Accommodation Facilities
10. Educative Activities
11. Means of Worship
12. Toilet Facilities
13. Security
14. Tourism Packages
15. Tourism Prices
16. Location Decoration/Layout
17. Promotion
18. Location Accessibility
19. Ease of Service Procedure for the Visitors

## (1) Quadrant I (High Priority)

The attributes contained in this quadrant have a high degree of importance according to respondents, but the performance is still low. The implication is that there are attributes in this quadrant that should be prioritized to be developed. Attributes contained in this quadrant include promotion, location accessibility, and means of worship.

## (2) Quadrant II (Achievement Maintaining)

The attributes contained in this quadrant have a high level of importance but the performance is not good enough according to the respondents. Attributes contained in this quadrant is the company's strengths or advantages in the respondents perspective. Companies need to maintain and sustain the quality of the attributes performance. Attributes contained in this quadrant include cleanliness, educative activities, toilet facilities, security, and location decoration/layout.

## (3) Quadrant III (Low Priority)

Attributes contained in this quadrant have a low level of importance and the performance is judged against these attributes to prevent its shifting to quadrant I. Attributes contained in this quadrant include service alertness, parking area, restaurant facilities, accommodation facilities, and tourism package prices.

## (4) Quadrant IV (Redundancy)

Attributes contained in this quadrant have a low level of importance according to the respondent but has a good performance so that it is considered excessive by the respondents. The performance on these attributes will only lead to resources wasting. Attributes contained in this quadrant are hospitality of the employees, knowledge level of the guides pond facilities, tourism packages type, landscapes, and ease of service procedure for the visitors.

*Gap Analysis*

Based on the results of gap analysis, it is known that the performance of all the attributes offered by the Salak pondoh agrotourism management is still below the expectations of the respondents. Some attributes that are below the average value of the difference in weight are the attributes that need to be prioritized for improvement (Figure 3). Those attributes are means of worship, promotion, location accessibility, service alertness, parking area, restaurant facilities, accommodation facilities, and large camping area. The higher the score of an attribute means it has higher priority for improvement.

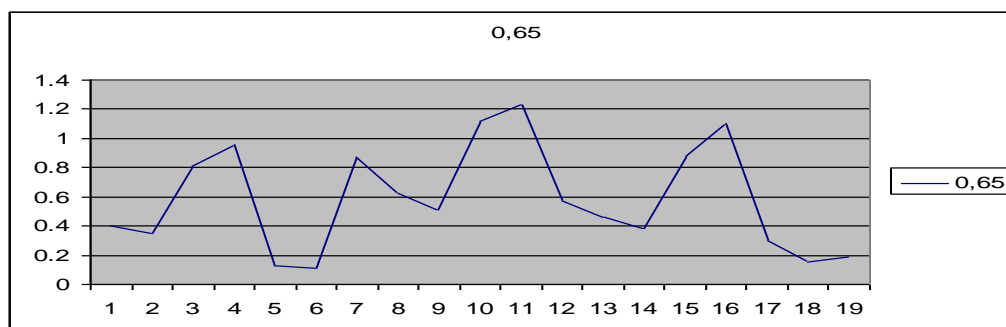


Figure 3. Plot weight difference between the performances with the expectations



### *Customer Satisfaction Index*

Based on the calculations, the customer satisfaction index is 0.6202 or 62.0 percent. This value is contained in the price range of 0.51-0.65 based on the customer satisfaction index. This shows that CSI level is at quite satisfied level of criteria. Overall, the consumers are quite satisfied with the performance of attributes contained in the Salak pondoh agrotourism in Turi. Salak pondoh agrotourism has been successfully satisfied its customers by 65 percent so far but the management will have to keep improving its performance so that the customers will be more satisfied. CSI calculations can be seen in Table 3.

### *Friedman's two-way analysis of variance ranking with Multiple Comparison Test*

This analysis is used to determine the priority facilities that need to be added according to the consumers in Salak pondoh agrotourism. Based on the existing facilities, there are eight facilities that need to be added (as seen in Table 3) but of those eight additional facilities need to be tested to determine which one that should be prioritized immediately by doing the following test.

#### *Friedman two-way variance test ranking*

Test Statistics Friedman Test

N	50
chi-square	123.242
df	5
asympt sig.	.000

$$\chi^2_{Table} = \chi^2(5, 0.05) = 11.07$$

- Hypothesis used in the Friedman analysis in this study are:

Ho: each additional facilities have the same rank, so it does not have different levels of need

Ha: each additional facilities have different ranks, so it does not have different levels of need

- Test criteria

If the value of  $\chi^2_{hit} > \chi^2_{table}$  then the conclusion is to reject Ho.

- Test statistic  $\chi^2_{hit} > \chi^2_{Table}$

The conclusion of rejecting Ho means that there is at least one additional facility that has different so that it has different levels of need

#### *Multiple Comparison Test for Friedman Test*

$$|R_j - R_k| \geq z_{1-\alpha/k} \sqrt{nk(k+1)/6}$$

- Test criteria on Multiple Comparison Test for Friedman Test

If the value on the left side is greater than the value on the right side between the two variables, it shows that there is a significant difference.

$$|R_1 - R_4|$$

It means that the necessity level of additional facilities development no.1 has a significant difference with the necessity level of facilities development no.8

| R1-R3 |

| R1-R4 | There is no significant difference

| R1-R2 |

Based on the results of the analysis, it can be concluded that some of additional facilities that need to be prioritized to be built in the near future include restaurants, agrotourism transportation around the garden, diversification of the Yogyakarta traditional food, and also agricultural laboratory and library. In the other hand, some additional facilities that do not need to be built in the near future are the Java menu and the live music. The ranking index for each additional facilities can be seen in Table 3.

Table 3.The ranking index of additional facilities

No	Additional facilities	Ranking index (Ri)
1	Restaurants	532.53
2	Transportation around the garden	485.00
3	Agriculture library (Salak Pondoh)	465.16
4	Lodgings	391,38

## CONCLUSION

The decision making process on visiting the Salak pondoh agrotourism are: (1) At the introduction of needs stage, the main motivation for visiting the Salak pondoh agrotourism is because they want to learn about agriculture sector and the main benefit sought is to increase their knowledge about agriculture sector. (2) At the information searching stage, most of the visitors get the information from friends/colleagues. (3) At the alternative evaluation stage, the main consideration for visiting the Salak pondoh agrotourism is because of the tourism activities that are attractive and educative as well as well the comfort atmosphere. (4) At the visiting decision, most of the visitors have a well-planned activities and the biggest influence in determining the visit is family. (5) While at the post-visit behavior, some of the visitors are satisfied.

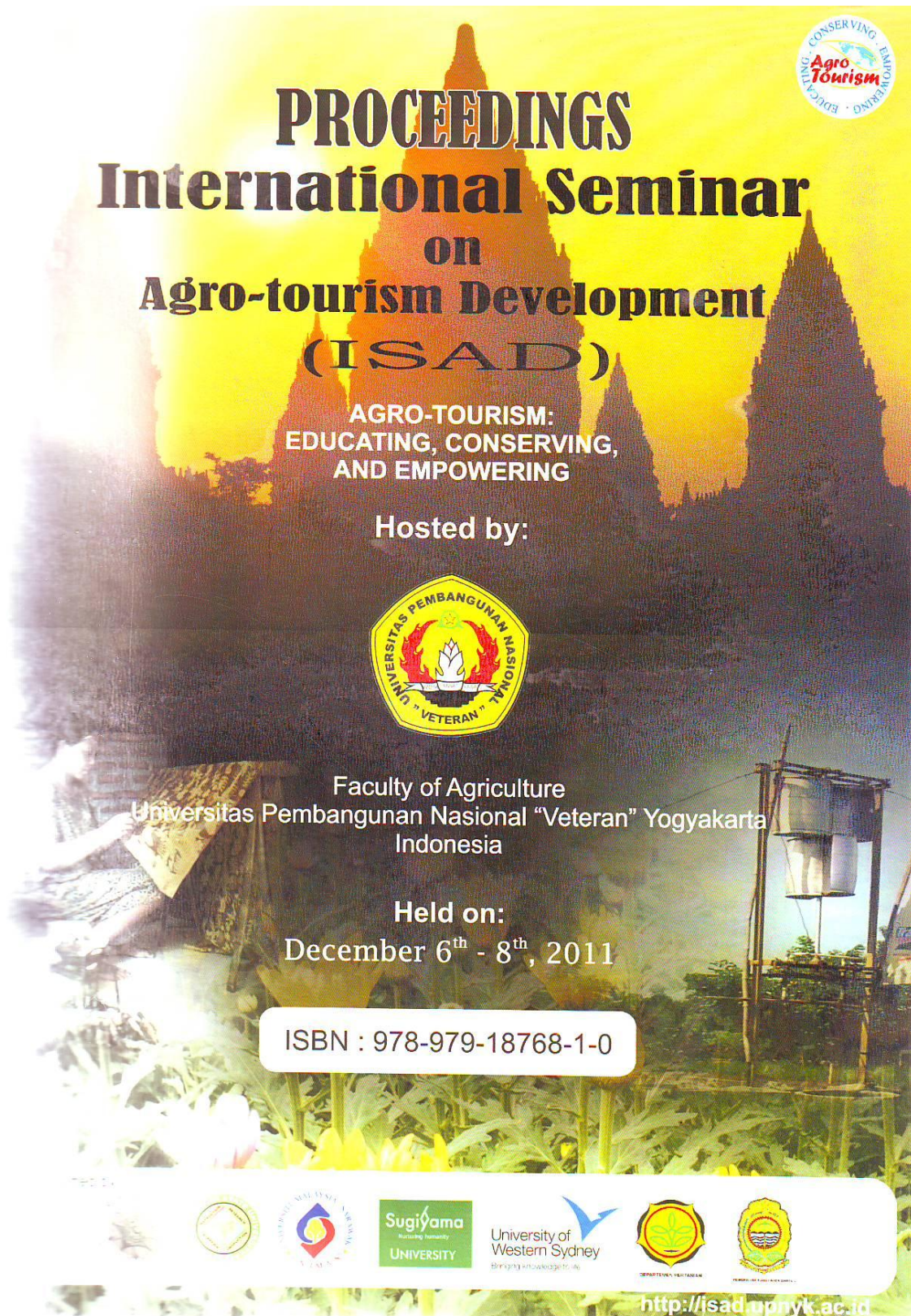
Some of the attributes which have a high level of importance but the performance is still considered as low by the visitors are promotion, location accessibility, and means of promotion. It is also supported by the gap analysis where those three attributes have the biggest gap differences.

Overall, the consumers are quite satisfied with the performance of the attributes contained in Salak pondoh agrotourism. It can be concluded from the consumer satisfaction index in the amount of 62.02 percent. Facilities that need to be built are restaurants, transportation around the garden, agricultural library and lodgings.

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